



From the NIFA Communications Office

## NIFA in the News – Week of December 19, 2011

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### In the News

**Accelerating adoption of agricultural technology (EurekAlert 12/12).** Research shows that it takes about eight years from the time public research funds are invested in technology development to the time the technology is first implemented. In the agricultural sector it can take as long as 15 years before full adoption by stakeholders occurs. In a study published in HortTechnology, Katie Ellis, Tara Auxt Baugher, and Karen Lewis report on an information technology survey that was designed to better understand concerns and design effective outreach methods for the tree fruit industry. The survey was part of the U.S. Department of Agriculture Specialty Crop Research Initiative project titled Comprehensive Automation for Specialty Crops (CASC). [Link](#)

**Professor to lead aquaculture center (Ames Tribune 12/18).** Joe Morris, professor of natural resource ecology and management at ISU, has been named director of the North Central Regional Aquaculture Center. Morris has been associate director of the center since 2000. His new post is effective Jan. 1. The center is one of the five regional aquaculture centers established by Congress and administered by the U.S. Department of Agriculture's National Institute of Food and Agriculture, formerly of the Cooperative State Research, Education and Extension Service. Its mission is to enhance aquaculture through education, research and technology transfer to support a sustainable profitable industry. [Link](#)

**Clemson Prof Gets Grant to Prevent Norovirus in Schools (Food Safety News 12/21).** The USDA National Institute of Food and Agriculture has awarded a \$542,999 grant to a Clemson University food safety scientist to study how norovirus spreads in elementary schools, a project that is especially timely given the addition of salad bars in many school lunch programs. [Link](#)

**MarketMaker connects farms and consumers to support local food movement (Rock River Times 12/21).** MarketMaker was initially developed in 2004 to assist and educate livestock farmers on marketing strategies for value-added meat products.

The current site has developed into a tool that can benefit everyone in the food supply chain, from farmers, to processors, distributors, retailers and the consumer looking for unique food products. In 2010, National MarketMaker program was awarded the USDA's National Institute of Food and Agriculture (NIFA) Partnership Award for their work in providing consumers with better access to fresh, local foods and for helping farmers profit through a successful, multistate partnership. [Link](#)

**More young people see opportunity in farming (AP/San Francisco Chronicle/New Hampshire Journal/Boston Globe/Sacramento Bee 12/21).** A Wisconsin factory worker worried about layoffs became a dairy farmer. An employee at a Minnesota nonprofit found an escape from her cubicle by buying a vegetable farm. A nuclear engineer tired of office bureaucracy decided to get into cattle ranching in Texas...Still, agriculture fared better than many parts of the economy during the recession, and the U.S. Department of Agriculture predicts record profits for farmers as a whole this year. [Link](#)

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